


**Bachelor of Marketing (Hons)/Bachelor of Marketing with Honours**


**Reference Number** : 10109  
**Name of Qualification** : Bachelor of Marketing (Hons)/Bachelor of Marketing with Honours  
**Approval by Ministry** : 05/11/2003  
**Compliance Audit** :  
**Commencement** : 07/2004  
**Name of Institution** : Universiti Utara Malaysia (UUM)  
**Address** :  
 06010 Sintok  
 Kedah  
**Telephone Number** : 04-928 4000  
**Fax Number** : 04-928 3016  
**Email** : [proum@uum.edu.my](mailto:proum@uum.edu.my)  
**Website** : [www.uum.edu.my](http://www.uum.edu.my)  
**Type of Qualification** : Bachelors Degree  
**MQF Level** : 6  
**NEC Field (National Education Code)** : 0415 (Marketing and advertising )  
**Number of Credits** : 135  
**Mode of Study** : Full Time

	Full Time	Weeks/Semester	Semesters	Duration
<b>Duration of Study (years)</b> :	Long		8	4 year/s
	Short			

**Remark(s)** : 30/01/2007 JPA(L)S.180/8/1-96 JLD2(118), KP.S(PT) 7312/1/JLD 16(42). Total graduating credit has been amended from 138 to 135.

\*NA : Not Available